

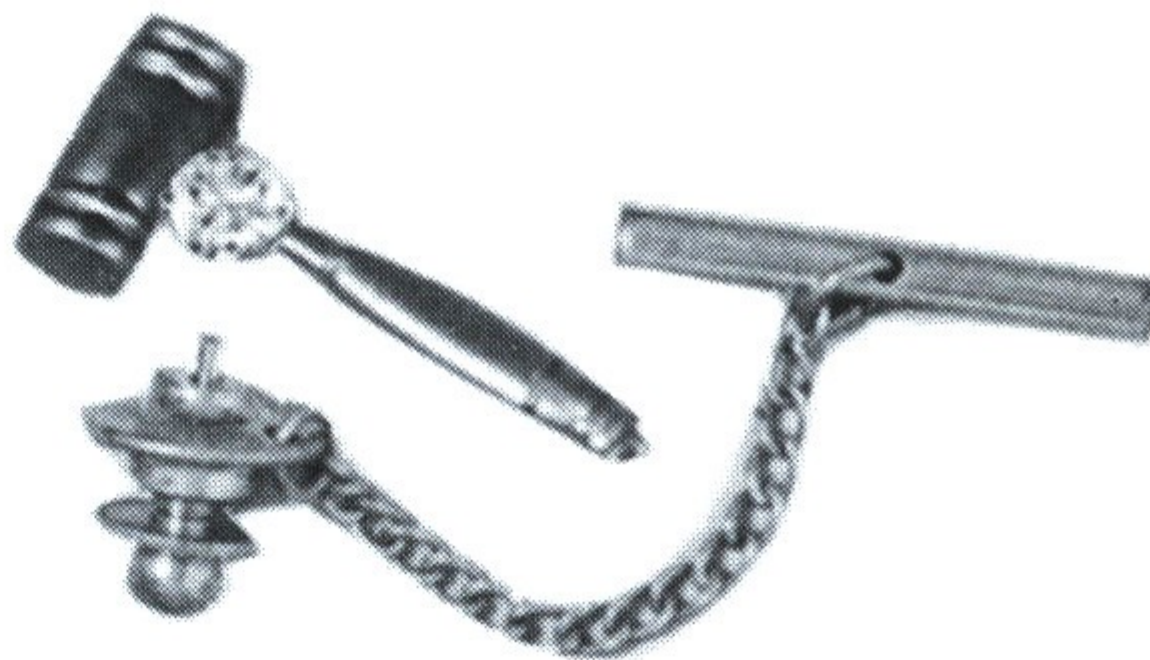
VOL. XXV NO. 11 NOVEMBER, 1974

THE auctioneer





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THE auctioneer

IS THE OFFICIAL PUBLICATION OF
NATIONAL AUCTIONEERS ASSOCIATION

135 LAKEWOOD DR. LINCOLN, NEBR. 68510



EDITOR

Bernard Hart, Lincoln, Nebraska
Jan Merritt, Assistant to the Editor

THE AUCTIONEER is a non-profit publication and every member of the NAA also owns a share of THE AUCTIONEER. It is published as a means of exchanging ideas that will serve to promote the auctioneer and the auction method of selling.

The Editor reserves the right to accept or reject any material submitted for publication.

CLOSING DATES FOR ADVERTISING COPY and ALL ARTICLES FOR PUBLICATION 15th OF THE MONTH PRECEDING ISSUE OF THE 1st.

Single copies 50 cents.

DISPLAY ADVERTISING RATES

Full Page	\$45.00
One-half	22.50
Quarter Page	11.25
Column Inch.....	3.00

National Auctioneers Association
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Published the 1st of each month
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Your Auction Helpers are Important

By **LEE VININGRE**
GRAHAMSVILLE, N.Y.

With reference to Col. Jesion's article in the October issue of **THE AUCTIONEER** on the subject of hired help, I found it very interesting. It is one that most of us should read very carefully.

My experience has been that good help can mean the success or the failure of an auction. I have seen many sales go down the drain because the help was inferior. Everyone just stood around with their hands in their pockets waiting for the next item to be sold so they could deliver it and come back to the rest position.

Being the busiest auctioneer in an area where there are more auction houses than churches and more auctioneers than preachers requires good help. Sales are hard to come by with the competition the way it is and a man either has to know what he is doing or work cheap. I don't work cheap but I average five sales per week, year around, and I **LIKE GOOD HELP**. I work them hard and pay them well.

My clerks have been working with me for five years and never once during that time has anyone ever had to carry their weight. I brief them before the sale of any deviation from the schedule that might occur during the sale and that's the end of it. They come in well before the sale, set up the whole program and when it's over they close it out in a business-like manner and give me a complete journal of the day's activities. They compute the tax if there is any. I am grateful for their loyalty and for this I pay well.

I like my ring men or floor men to be exciting people because I try to run an exciting auction. I like to hear the yip yipping and the yap yapping, the yelling, the pounding on the table, the stamping on the floor, telling of a risque joke, tease some poor fellow's wife, anything to capture and hold that audience's attention. I can always hire someone to buggy-lug furniture but I can't always find a man or woman who is personable and exciting.

I sell the regular auctions for the Big Pines Auction Market in Summitville,

N.Y. Mr. Presti, who is my boss on sale night at his auction, becomes my employee when I have a sale and he is worth his weight in gold. He is enthusiastic, quick, picks bids, smiles, laughs and helps in any way possible to keep up the pace of the sale. To me this is most important because no auction can endure for four hours without pace. It's disheartening to look out there after two hours of hard selling and see only a handful of people left of what started out to be a full house. This can only be blamed on the lack of pace and more likely than not this lack of pace is brought about by incompetent help. You just can't send a boy to do a man's job.

Tennessee Auctioneers To Meet In Nashville

The Tennessee Auctioners Association, headed by President Al Robinson of Knoxville, will meet in their annual Mid Winter meeting Monday, December 2, in Nashville.

The meeting this year will be at the Holiday Inn — Vanderbilt, 2613 West End Avenue, in Nashville. This meeting place is adjacent to The Famed Vanderbilt University and near to the downtown area which will afford excellent shopping opportunities for the wives at this Christmas season. In addition there are plenty of parking spaces in the Holiday Inn parking lot for ease and convenience in parking.

The Program Committee has arranged an excellent program. This year's program will be of a different format, but one which is felt will be more informative, and practical to the Tennessee Auctioneers.

We urge all members to set aside the date of Monday, December 2, for attending this Mid Year meeting. Better yet, why not make a vacation weekend of it.

The value and benefits from membership in any organization depends upon our interest and participation in it's activities.

HUBERT SONGER

Ohio Man New Prexy of Auto Auction Group

Don Rogers, owner of the Montpelier Auto Auction, Montpelier, Ohio, was elected president of the National Auto Auction Association at the group's annual convention held in Boston, Mass., October 3-5. He succeeds Warren Young, Manheim Services Corp., Manheim, Pa., who becomes Chairman of the Board.



DON ROGERS

Robert L. Martin, manager of Nashville Auto Auction, Nashville, Tenn., is the group's new Vice President. Norman F. Early, Colorado Auto Auction, Denver, Colo., was re-elected to the office of Secretary-Treasurer.

Included in a cast of outstanding speakers during the convention were Dr. Herbert True, South Bend, Ind., no stranger to NAA members; Eliot Jane-way, noted economist and writer, New York City; William G. Morgan, general sales manager, American Motors Corporation; Peter A. Dow, advertising and promotion, Chrysler Motors Corporation; and Gail Smith, director of advertising and merchandising, General Motors Corporation.

Inducted into the NAAA Hall of Fame was Jacob H. Ruhl, veteran auto auction owner and manager of Manheim Auto

OUR COVER

Two scenes from last year's Seminar Program, sponsored by the National Auctioneers Association, to remind members this month is the time to register for the 1975 Seminar. It will be held in St. Louis, Mo., February 6-7-8. An entry blank can be found elsewhere in this issue as well as information on subjects offered and registration fees.

For a better future in auctioneering we urge you to **PLACE YOURSELF IN THIS PICTURE IN 1975.**

Auction who is retiring at the end of this year as president of Manheim Services Corporation, a subsidiary of Cox Broadcasting System, and William G. Morgan, recently retired sales manager of American Motors Corporation.

Convention attendance was less than in previous years but 79% of the total membership was represented at the meeting, a rare figure for a national organization. Next year's convention will be held at Minneapolis, Minn., October 2-4.

Nebraska Land Auction Brings In \$279,150

\$279,150 was paid in an October 10 auction for 680 acres of dryland farm ground located in Riverside and Sicily Townships in Gage County, Nebraska. This land included a part of what is known as "Iron Mountain". It was sold for the Anna Eckel estate by auctioneer Junior Thimm, Beatrice, Nebr.

Hilltop Farms made the high bid of \$420 per acre for an improved quarter section, a part of which is on Iron Mountain, and they paid \$270 per acre for 200 acres of pasture, most of which is on Iron Mountain.

Norman Eggert paid \$530 per acre for a quarter section two miles west of the "mountain" and George Pinkerton, Jr., bought 154 acres two miles south of the "mountain" for \$475 per acre. About 100 persons attended the auction, held on the improved quarter.

Attention — State Convention Planners

The Board of Directors of the National Auctioneers Association has adopted a policy to aid in the programming of State Conventions. Believing that a member of the NAA Board, living in another state, could add to the interest and importance of State Conventions, the NAA will aid in paying travel expenses for this purpose.

Contact the NAA office or President Wylie Rittenhouse if you wish one of these men on your Program.

Cumberlin Heads State Farm and Ranch Brokers

C. E. "Chuck" Cumberlin, Brush, Colo., a member of the Board of Directors of the National Auctioneers Association, has been elected president of the Colorado Farm and Ranch Brokers. His election took place at the group's 29th annual conference, held at Colorado State University.



CHARLES E. CUMBERLIN

Cumberlin served as Dean of the Conference and his installation as president was a finale of the October meeting. Leadership positions are not new to Cumberlin as he is former president of the Colorado Auctioneers Association.



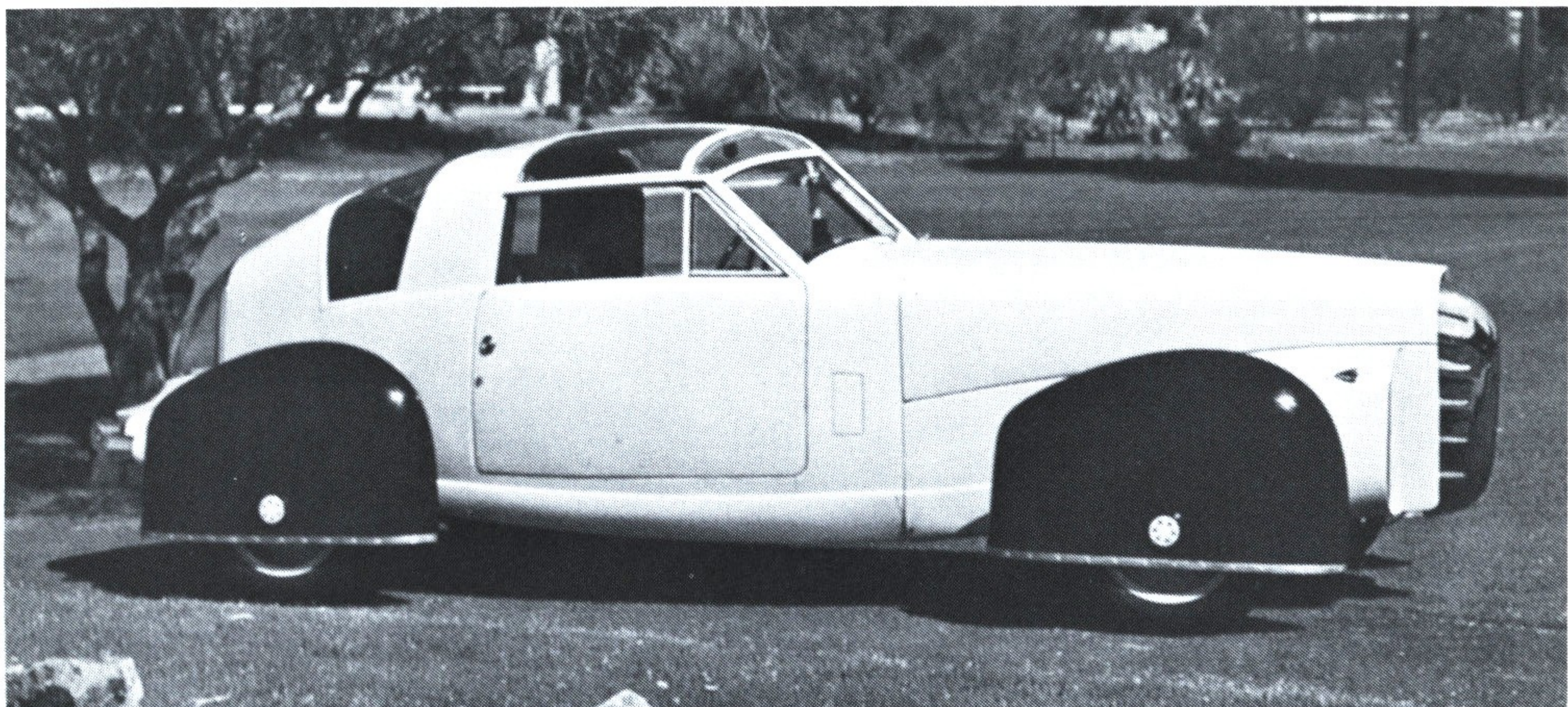
This is what they think in Carlsbad, N.M., of Col. John R. Fishdick, Eagle River, Wis., who headquarters in that city during the winter months. He is known for his benefit auction work across the country as "Mr. Benefit Auction, USA." He has conducted 419 benefit auctions, raised some \$3.5 million for non-profit groups and in all cases has donated his services. Congratulations, Col. Fishdick, a life member of the NAA and a champion booster of the profession.

PRICE

Fee was \$25 to extract a tooth, the dentist explained to his patient.

"Twenty-five bucks!" cried the man. "That's an awful lot of money for a couple of minutes work!"

"Well, I won't reduce my regular fee," explained the dentist, "but I'll pull the tooth as slowly as you want."



1948 TASCO

Rare Sports Automobile Auctioned for \$20,000

LOS ANGELES, CALIF. — On October 6, Sotheby Parke Bernet featured a unique 1948 Tasco automobile immediately preceding their auction of books, autographs and manuscripts.

Auctioned for \$20,000 the tan and red car was originally the idea of the Sports Car Club of America. It features an aluminum body, magnesium wheels, movable fiberglass fenders which turn with the wheels, steel and plexiglass roof, dual gas tanks, rear lights and license plate enclosed in a clear acrylic bubble, push button opening doors, vacuum lift windows and an instrument panel designed like an airplane cockpit.

Included in the book auction and valued at \$250-\$350 was an 18th century Koran Arabic manuscript with inter-linear Persian translation. However, when it was placed on the block, two undisclosed gentlemen created a fever in the gallery with some very spirited bidding, the successful bidder purchasing the Koran for \$3,500.

MERITA HOLLE

Florida Meeting Dec. 8

Members of the Florida Auctioneers Association will hold their Annual Convention December 8, at the Hyatt House on Interstate 4 near Kissimmee, Fla. According to FAA Secretary, Lewis

C. Dell, the annual business meeting will be held, including election of officers for the coming year as well as such other business that may come before the body.

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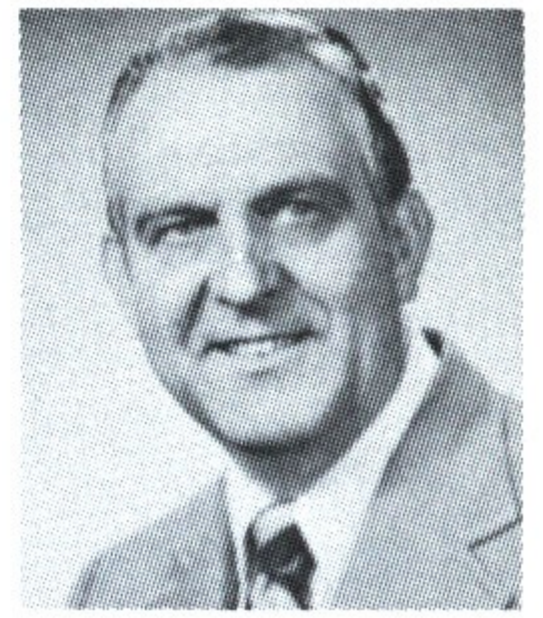


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Common Sense in the Auction Business



By Leo Jesion

How much money should you spend on advertising? Some say three per cent, some five per cent, and so on. Of course the volume of the sale has a lot to do with it. But let me give you an example of a small sale and see if this doesn't prove wrong. Let's say you spend \$50. on a \$1000. gross sale. That would be five per cent. What if you spent \$100. on the same sale and the sale brought \$1,100.? That would mean you spent close to ten per cent. But your client would be ahead \$50. Yet if you told a client that it would be wise to spend ten per cent for advertising he might say you were ~~crazy~~. My point is this — Every sale is different and you have to analyze each and every one. Location, time, volume, and what you are selling must all be taken into account.

Advertising is an art, just like every phase of the auction business, eg. preparation, hired help, and equipment. In my opinion, advertising is the most critical phase. If you don't have the right people in the crowd, you can be the best auctioneer in the world and it will do you little good.

I'll bet most auctioneers can think back to a client who didn't want to spend enough money for advertising. You may say, "Well, the sale came out fair, OK." Fair isn't good. I can think of a businessman I had four sales for. They were fair, but if the man would have listened to what I told him the sales would have gone much better. This was not just cutting corners on advertising. He cut corners on everything and it just doesn't work.

Six months later the same man attended an auction that I was doing. After the sale, I talked to him and he asked why the prices were so high. I told him it had just been one of those days, but in reality the difference was mostly that the lady I did the sale for

put everything in my hands, with little limitations. The overhead was high in comparison to the man's sales, but so was the gross.

When we advertise, we had better do it right. Otherwise, it can cast a bad light on the auctioneer handling the sale. Of the two wrongs in advertising, over and under advertising, it is better to be over. Perhaps there are areas around the country where you can get away with a minimum of advertising. If you are in such an area — fine.

I'll close this article with the old cliché, "Advertising doesn't cost; it pays."

Hang in there!

Kruse Opens New Office in Santa Monica, Calif.

The Kruse Classic Auction Company, Inc., a family owned company based in Auburn, Ind.; today announced the establishment of their first branch office in Santa Monica, Calif. The Kruse Company is the world's largest antique and classic car sales organization, and is one of several Kruse family enterprises.

The new office, according to Dean Kruse, President, is located at 1540 Second Street, at the junction of Second, Colorado and Main Sts., overlooking the Pacific Ocean. The company is expected to name a resident agent and office manager within the next two weeks.

The Kruse Classic Auction Company conducts three antique and classic car auctions in California each year, two in the Greater Los Angeles area and one in San Francisco/Oakland Bay area. The west coast agent will also assist with auctions in Scottsdale, Ariz., and other southwestern activities.

The company also plans to announce the location of it's first International Office soon.

Bankrupt Chain Stores Liquidated at Auction

LOS ANGELES, CALIF. — By order of the U.S. District Court the Southern California chain of White Front Stores, Inc. went on the auction block September 30 in an eight day, eight store liquidation auction conducted by Milton J. Wershow Co.

After many years of grossing nearly five hundred million dollars in sales the White Front discount department stores were declared bankrupt in mid-1974 by its parent corporation, Interstate Stores, New York.

The items auctioned by the four man Wershow team included the stores' fixtures, office furniture and machines, safes, cash registers, shopping carts and snack bar equipment. The entire liquidation brought more than \$400,000.

MERITA HOLLE

STUBBORN

A motorist and his wife hadn't spoken for many miles. They'd quarreled and neither would budge. Suddenly the man pointed to a mule in the pasture.

"Relative of yours?" he asked.

"Yes," she replied, "by marriage."

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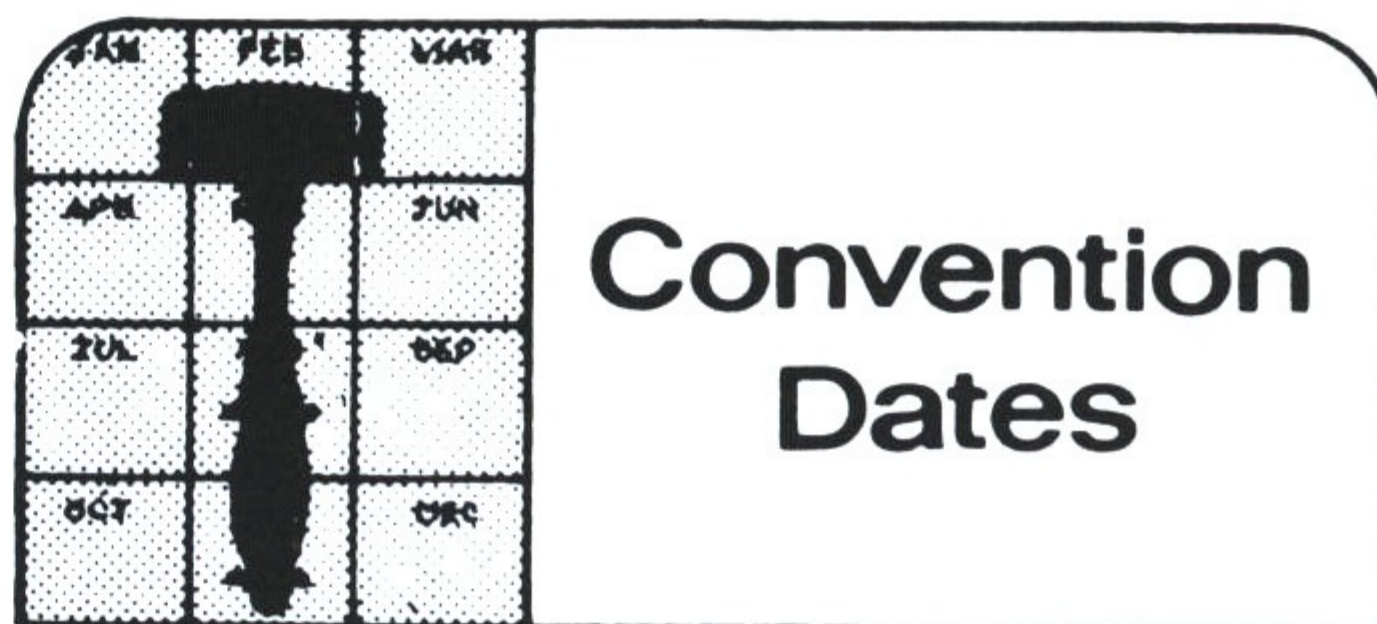
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December 2 — Tennessee Auctioneers Association, Holiday Inn, Nashville.

December 7-8 — Virginia Auctioneers Association, Hotel Ronaoke, Roanoke.

December 8 — Florida Auctioneers Association, Hyatt House, Kissimmee.

January 10-11 — Pennsylvania Auctioneers Association, Host Inn, Harrisburg.

January 11-12 — Ohio Auctioneers Association, Imperial North, Columbus.

January 19-20 — Minnesota State Auctioneers Association, Ramada Inn, Marshall.

January 25-26 — Auctioneers Association of North Carolina, Downtown-er Motel, Batesville.

JULY 31—AUGUST 1-2 — NATIONAL AUCTIONEERS ASSOCIATION CONVENTION, GALT HOUSE, LOUISVILLE, KY.

(Please send us the date and place of your State Convention if you wish it listed in this column.)

The county paper has just carried an item about a hermit who lives on a diet of onions, limberger cheese and garlic bread. Man says he didn't intend to be a hermit. It just worked out that way.



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The Ladies Auxiliary

Dear Ladies,

I feel very honored as a new Montana member of the Ladies Auxiliary to the NAA to have been asked by the President, Velda Fannon, to express my views as to why I joined the organization and why I feel it a privilege for wives of all auctioneers to belong.

I can only say that since I have taken an active part in assisting my husband and our Company from the time we first began in the auction business whether in clerking, cashiering, helping set-up sales or settling of sales — as I'm sure you have also done — I feel that the Ladies Auxiliary represents a continuation of our involvement and support in the "role we play" in the interest of the profession our husbands have chosen.

Through the Auxiliary we ladies have a common bond and an opportunity to become better acquainted as well as fill a responsibility to assist in many worthwhile projects and convention activities.

Medora was my first National Convention and as those of you who attended know — it was wonderful!!! I'm looking forward to many more.

My recipe contribution is a Christmas Punch, which I hope you may have occasion to use during the Holidays.

"SPARKLING CHRISTMAS PUNCH"

Combine 1 quart cranberry juice cocktail; 1 6 oz. can frozen orange juice thawed; 1 6 oz. can frozen lemonade thawed; 2 cups of water; Chill. Before serving, add ice ring and 2 7 oz. bottles chilled ginger ale. Garnish with orange slices. Makes serving for 18.

With warm regards,
Jean M. Gabel

Dear Friends:

In hastening to meet the deadline for the next printing of "The Auctioneer" I may be losing my deadline with the coming of winter in Nebraska. The feel of an early fall is in the air here and this has probably been one of the most beautiful we have ever had. The coloring in the leaves could surely not even been

surpassed by those in the Blue Ridge of Virginia or in the Vermont hills of which we all have heard so much about. Maybe this is salve for the dry summer which preceded it, not only here but also as we traveled through Nebraska's sand-hill country and on into South and North Dakota to Medora.

Perhaps this is just my "mellow" year, as not only does this seem the best fall ever, but it seems that this was the best convention ever. We allowed ourselves the luxury of stopping to visit friends on the way to and from Medora and the slower speed limit gave us an ever greater opportunity to enjoy the new part of this America into which we have never ventured. And Medora gave us an even deeper experience in America's past, and we enjoyed being there.

I'll spare you the "sharing" of one of my recipes although I enjoy those that are being printed, but, as I confessed to the ladies of the Nebraska Auxiliary, I am one of five sisters who when a family dinner is being planned is the one who is asked to bring the celery, carrots and olives.

Sincerely,
Carolyn Christensen
Secretary of the Auxiliary

Editor's Note: The following is from the Office of the Governor, Mills E. Godwin Jr., Richmond, Virginia, and was sent to us by our Auxiliary President, Velda Fannon.

Dear Mrs. Fannon:

In response to your letter of September, regarding a contribution from Mrs. Godwin for your women's page of "The Auctioneer", I am enclosing a copy of Mrs. Godwin's favorite salad recipe.

We are fast approaching the holiday season and this salad is particularly good with turkey for a Thanksgiving or Christmas dinner. Mrs. Godwin has used this many times in her holiday entertaining.

She hopes this will be helpful to you

in compiling your ladies' page and send you and the other members of the auxiliary her best wishes.

Sincerely,
Martha U. Pritchard
Administrative Assistant

CRANBERRY SALAD

1 package fresh cranberries (ground)
2 cups sugar, 1 whole orange (ground)
2 small packages or 1 large lemon jello
2 cups hot water
1 cup ice cubes
1 cup diced celery
1 cup chopped nuts (pecans)

Combine berries, orange, and sugar.

Dissolve gelatine in hot water, then add ice cubes, and add all ingredients.

Chill until firm.

Serve on lettuce or any salad greens. Mayonaisse is good on this salad. About 14 molds.

Katherine Godwin
Mrs. Mills E. Godwin, Jr.

Notes from Jan

First of all I want to thank the North Dakota Auxiliary ladies, Montana and South Dakota ladies for all the help in Medora. It truly was one of the "most fun conventions" I have attended, since my first convention in Oklahoma City, 1968. Kay Aldinger, Erna Ellingsen, Helen Fjelstad, Judy Heinze, Winona Penfield and all the other ladies were a big help in registering our grand total of 971. I must say the first day we drove into Medora it sure was a shock, and I had been prepared, or so I thought, for what to expect. I also want to thank Sharon Layman, of Layman's Auction here in Lincoln for helping, not only behind the registration desk, but she and Dayton were almost constant companions to my kids, Gary and Jodi. It was nice they left their's home with grandparents so they could watch mine.

Now that the convention is behind me, also the Nebraska State Fair, and the beginning of school, I can hardly wait for the Holidays. This is providing I make it through Jodi's Halloween Party this year, Nebraska's eractic football team, and weekly trips to the grocery store.

When reading the note from Carolyn Christensen, I know exactly what she means on a recipe to share. Since I am not all that great in the kitchen, I

thought perhaps you would like a recipe from Helen McMahon, my neighbor, who won "First Place" with this cookie recipe in the Nebraska State Fair this year. This was only one of her three different cookie recipes which took first place. You can imagine how popular she is with my two kids.

Also a note to tell you I received a letter from the Auxiliary President, Velda Fannon. She spent the latter part of September and first part of October in the hospital with what was thought may be a ruptured disc. The doctors were not sure at the time Velda wrote to me and the possibility of surgery was still in doubt. She wanted me to wish you all a Happy Thanksgiving from her and her family, and Velda, we sure wish you a speedy recovery. Also on these pages you find where Velda received a recipe from the wife of the Governor of Virginia, and we are printing it here. Also Velda wanted me to remind Eileen Standen, next month is your's.

BUTTERSCOTCH REFRIGERATOR COOKIES

1st Place Nebraska State Fair
Helen McMahon

3 cups sifted flour
3 teaspoons double acting OR 4 teaspoons single acting baking powder
1/2 teaspoon salt
1 cup shortening
1 3/4 cups brown sugar, firmly packed
2 eggs
1 teaspoon vanilla
1/2 cup nuts

Measure sifted flour, baking powder and salt. Cream shortening until soft. Gradually add sugar and cream until light and fluffy. Add the eggs one at a time and beat well after each egg. Stir in vanilla. Gradually stir in flour. Add nuts. Shape into 2 rolls about 2 inches across. Chill in refrigerator. Slice roll into 1/8 inch slices and place on ungreased baking sheet. Bake about 8 minutes or until done at 375° F.

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QUICK SILVER

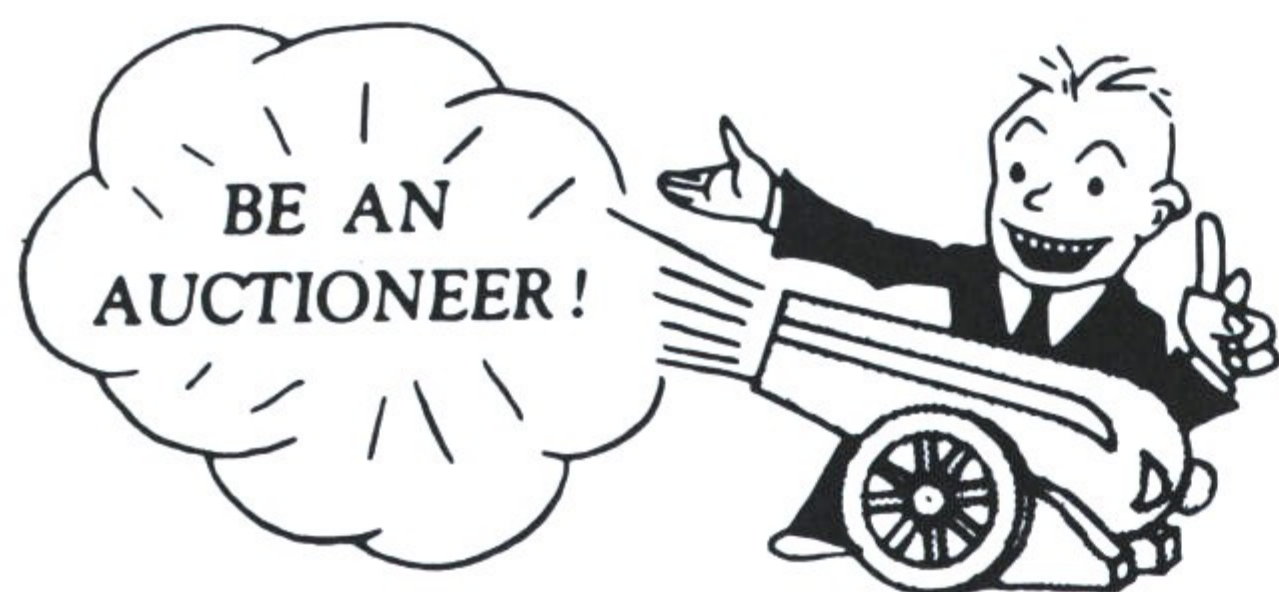
I saw it in your eyes —
Those two silver flames flickering across
the dim room
Like an Indian campfire burning in the
night.

I heard it in your voice —
The same silvery smoulder I thought was
desire
That fulfilled the deep ache of my yearning
soul's plight.

I felt it in your touch —
The silver caress softer than summer's
moonrise
Treading on silent moccasins through
the starlight.

But I was mistaken —
Your alleve was quick silver, not to be
captured
Like a bird wild and free that soars
away in flight.

Last month, a doctor charged me \$25
to fix up some poor circulation. Just the
other day, a plumber charged me \$175
to fix up some clogged water pipes. The
moral, of course, is: If anything has to
go bad, better it should be the arteries.



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People, Places and Things are A Way of Life for Auctioneers

By Jean Patteson
Herald Staff Writer

Sanford, Fla. — In the year 500 B.C. it was common practice to buy a wife at an auction sale.

In ancient Persia and the civilizations of China the usual way of selling fabulous rugs and oriental treasures was to the highest bidder.

And the history books tell how even the mighty Roman Empire was once auctioned off. Apparently, in 193 A.D. the Praetorian Guard, having killed the emperor, put all of Rome on the block and this grand prize was won by the highest bidder, a man named Didium Julianus.

Since then just about anything and everything has been auctioned at one time or another — art treasures and automobiles, cattle and carvings, tobacco and jewelry and buildings.

The glamour auctions sell antiques and paintings and are patronized mainly by the upper crust, snooty and proper and sharp.

It was at an auction such as this that Rembrandt's "Aristotle" sold for \$2.3 million, and one of the diamonds Richard bought Liz in a cool million.

At these swank affairs, where as many jewels and furs may be seen in the audience as on the block, thousands of dollars are bid each week for those strange whatnots once owned by some French king with lots of Roman numerals behind his name.

But just as many folk — and probably more — are spending their extravagant five or ten dollars for battered kitchen chairs, second hand coffee percolators and television sets which some enthusiast believes, with a little luck, he can get to go off the blink.

Indeed auctions are as old as history and as new as tonight. They are the biggest gambles anywhere from Vegas and Monte Carlo and beyond, yet throughout the United States and the world they're strictly legal.

The stakes are as high as you care to make them and the returns go from fortune to bust.

"Will you give me five? Who will give

me Five? You will give me five — do I hear ten? Thank you madam, ten. Ten. Ten. Do I hear twenty? You will give me Twenty? Yes, sir, twenty. Thirty? No thirty? Going for twenty. Going . . . going . . . gone!"

Smack! goes the gavel. The auctioneer grins his satisfaction, as does the highest bidder, and turns to the next item with a practiced flip of the microphone cord clear of the block.

"Round and round she goes, where she stops nobody knows," he sings and then settles into the familiar rapid twanging chant of auctioneers everywhere.

"And here we have a real beauty, Who will give me . . ."

The race is on. Competitive spirit runs high — you want whatever it is, and the other guy's not going to get it!

A thrown finger, a pull on the ear, a wildly enthusiastic wave or a discreet wink — all are signals which the auctioneer absorbs and pits one against the other.

The inexperienced bidder might go overboard, bidding more than he can really afford, but after a couple of tries learns to assess what an item is worth and quits bidding when it's no longer a bargain.

"I've always contended the best way to get top dollars is at an auction," claims Sanford Auctioneer 'Colonel' Lewis C. Dell in his cluttered auction barn on West SR 46. "And for the customers it's the place to find a bargain. You can't beat auction prices — provided you pay the right price."

"All auctioneers inject a bit of fun into an auction," he says. "I like to set the right mood by reading some funny little poem or story before the bidding starts, and if someone offers me some ridiculously low bid, I tell them, 'Hey, I'm selling this, not renting it!'"

Part of the auctioneer's job is talking people into needing something, convincing them they will always regret passing up a certain bargain.

And the faster he goes the better the

sale. "You've got to teach your people to bid, and to bid fast. If they know you're going to keep moving right along they'll be on the alert and bidding so a good chance doesn't pass them by," explains Dell.

Resting one foot up on the block, his elbow on his knee, Dell emphasizes each point with a smart rap of his gavel. Dell was a baker before he became an auctioneer. He became fascinated by the business of selling by auction while helping out a friend who ran an auction barn, and upon his friend's advice attended the Reppert School of Auctioneering, Decatur, Ind., before entering the profession full time.

That was 16 years ago. Dell has been an auctioneer in Sanford 11 years and counts many 'regulars' among the crowd which attends his general or 'junk' auctions each Friday night.

Sequined dolls, a black lace parasole, Victorian upholstered love seats, fragile crystal bud vases, unusual lamps, a skinny hat rack, an electric fan, undistinguished knickknacks, one-of-a-kinds. Beautiful. Ugly. In-between.

The successful auctioneer must look neat and presentable — first impressions are important in his business, says Dell. It takes practice to be able to rattle off the bidding at ninety miles an hour; practice in front of a mirror, so you can see as well as hear yourself the way the customers do, says Dell.

And while the auctioneer tries to get the highest price he can for an item — his commission is his livelihood — it is important he build a reputation for being reliable and honest.

Most of all, an auctioneer must know and like people, contends Dell. "He must know what and how they're thinking, what they're interested in and how high they're likely to bid. He must know how to react to them and how they are reacting to him."

This part comes naturally to Dell. He's always liked people and enjoyed studying them.

He has some handy tips for auction goers.

Go to a lot of auctions, he urges. Remember, there's no way you can lose at an auction, provided you pay the right price, and it takes a little experience to gauge that price accurately.

There are all kinds of auctions. Some

specialize — in antiques or furniture or appliances or guns or rugs — and others sell just about anything people will buy.

Look in the Yellow Pages under 'Auctions' and in the newspaper classified ads for announcements of estate auctions, police or post office auctions, or moving company auctions.

The last are for strong-of-heart gamblers only. Most merchandise is sealed in storage cartons and although you may fantasize about finding an 18th century sterling silver tea service in a cardboard box, you are more likely to be stuck with chipped dishes or old clothes.

Whatever auction it is you attend, two things are guaranteed — plenty of bargains and loads of fun.

Wisconsin Champion At Auction For \$6,822

The grand champion steer of the 1974 Wisconsin State Fair, an Angus shown by Jermar Farms, Belgium, Wis., commanded a top price of \$6.00 a pound at the show's auction of champions. The steer tipped the scales at 1,137 pounds and netted its owner a total of \$6,822. Pabst Brewing Company of Milwaukee was the buyer.

Reserve grand champion, a Charolais-Angus crossbred, sold for \$1.05 per pound to Erwin Meat Co., Milwaukee. Pat Donahoe, Darlington, Wis., exhibited the reserve grand champion carcass of the show, out yielding the grand champion carcass.

Joe Donahoe, immediate past president of the NAA, conducted the Wisconsin auction of champions.

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Know Your Director

Harvey C. Lambright was born and raised in LaGrange County, Indiana. He attended Taylor and Topeka Schools and graduated from LaGrange High School, and Reppert School of Auctioneering. Harvey and his wife, Pat, and their three daughters reside in LaGrange County.

As a young boy, Harvey was interested in the auctioneering profession. At the age of 15 he worked at the Shipshewana Auction barn driving cattle and each year his interest grew. However, his interest was really motivated while serving aboard the destroyer U.S.S. McCord while making a trip around the world in 1952. While at sea each division was asked to put on a program each week. It was then that Lambright put together a small auction from contents in the ships lockers and slow moving items in the ships store. It was such a success that his division officer made it a monthly event, and he served as the ship's auctioneer. It was there that he detected the great enthusiasm people have for auctions.

When returning to LaGrange he worked at night as plant engineer for the Kirsch Company in Sturgis, Michigan, and assisted with auctions during the day. In 1955 he graduated from Reppert's School of Auctioneering. At this time he became a partner with his father-in-law, Winford Lewis, an auctioneer in LaGrange County. Later they formed an auction company known as Lewis & Lambright, Auctioneers and Realtors. And in 1957 he received his Real Estate Salesman license and in 1964 obtained his Brokers license. He is a licensed Real Estate Broker in both Indiana and Michigan.

Lewis & Lambright have just completed their first year in their new office building in LaGrange. They also own a branch office in Shipshewana, Indiana and one in Sturgis, Michigan. They have ten Real Estate Salesmen working for them at the present time and two additional auctioneers. They have averaged four auctions per week over the past six years with about one half of their auctions in the state of Michigan.

Harve has held many offices in the Auctioneers & Real Estate Associations



HARVEY LAMBRIGHT

— in 1971 President of the Northeastern Indiana Board of Realtors and President of the State of Indiana Auctioneers Association. He is currently serving his second three year term as a member of the Indiana Auctioneers Commission. In 1971 he was named Realtor of the Year in the Northeastern Indiana Board of Realtors.

Harve has always been interested in community affairs, having been President of the Jr. Chamber of Commerce and presently serving with the Chamber of Commerce. He is now serving as Chairman of the LaGrange County Republican Party.

His father-in-law, Winford Lewis, his wife, Pat and oldest daughter, Debbie all assist in the business and are very much interested in helping to continue a business to be proud of, and by doing so are offering a service to the people of LaGrange County and surrounding communities.

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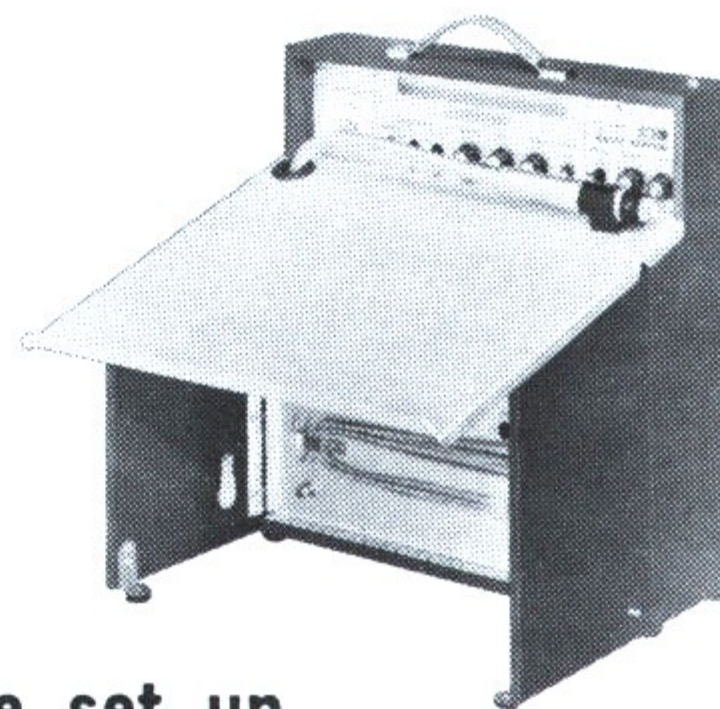
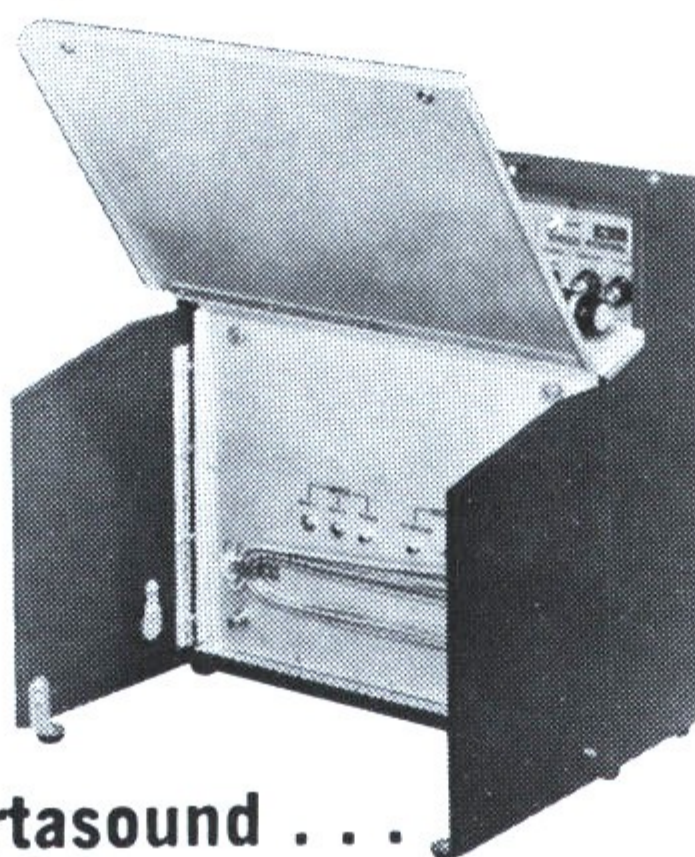
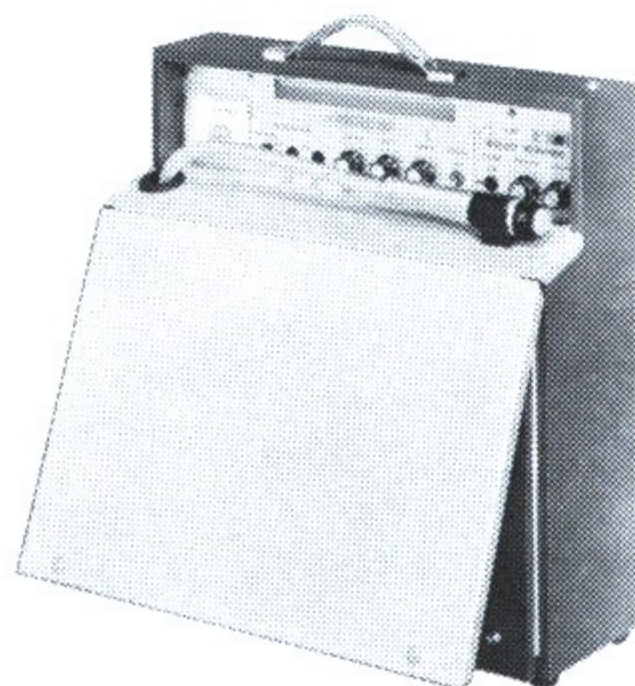


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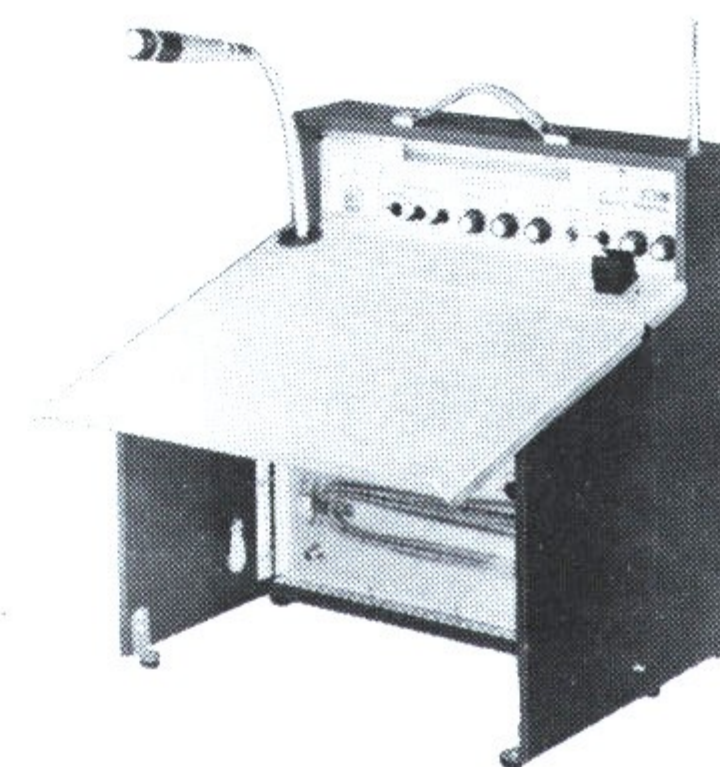
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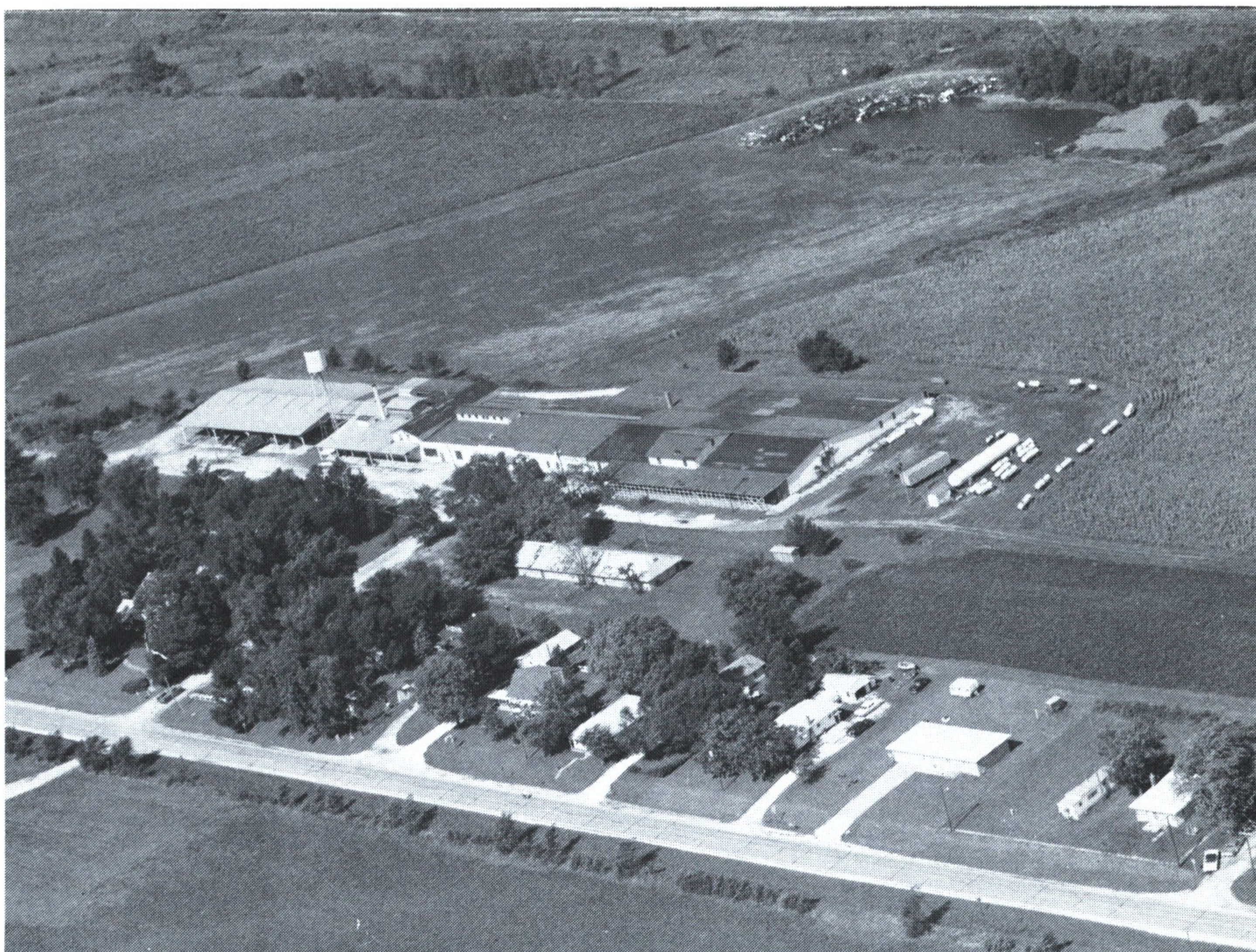
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Pictured on the opposite page are the graduates of Western College of Auctioneering, Billings, Mt., class of September 1974. (Left to right).

FRONT ROW: Instructors Bob Thomas, Billings, Bill Hagen, Billings, student, Bill Jackson, Mesa, instructors Gene Gabel, Billings, Mike Coolidge, Billings, John Mandeville, Bozeman.

SECOND ROW: Joe Parypa, Centralia, Wash.; Lyle Allen, Lewistown, Mont.; Tom Harmon and Eileen Harmon, Hastings, Nebr.; Steve Marcus, Greybull, Wyo.; Louise Forster, Grand Junction, Colo.; Penny Bridges, Marysville, Calif.; Wayne Weishaar, Lemmon, S.D.

THIRD ROW: Henry Werlinger, Troy, Idaho; Bob Baker, Longmont, Colo.; Aton Prinsen, Scoutsburn, Nova Scotia; Mark Gellman, San Jose, Calif.; Jack Henderson, Burnett, Tex.; Charles Lavelle, Lafayette, Colo.; Tim Gallagher, Fallon, Nev.; Donald Cooper, Calgary, Alberta; Al Thorpe, Grand Junction, Colo.; Clint Kimball, Union, Idaho; Harold Campbell, McIntosh, So. Dak.

BACK ROW: Rusty Meador, Pheonix, Ariz.; Dean Lende, Lisbon, No. Dak.; Tom Straight, Billings, Mont.; Bud Gillette, Gordon, Nebr.; Stewart Nyberg, Brantwood, Wisc.; Rocky Sams, Kamiah, Idaho; Jack Bennett, Billings, Jerry Biggs, Anacoda, Mont.; O'Dean Osborne, Port Angeles, Wash.; Jeffery Dougan, Scenic, So. Dak.

Auction Gets \$1440 an Acre for Iowa Farm

One of the highest prices per acre paid for farm land in the Webster City, Iowa, area was recorded when a 75 acre farm sold for \$1,440. The farm was part of the estate of Mrs. Letha Legg and the purchaser was the tenant who had been farming the land for the past several years. It was located a half-mile west of Duncombe, Iowa, and was strictly farmland with no commercial possibilities.

Auctioneer in charge of the auction was Clint Peterson, Webster City, Iowa.



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J. J. McGuire Accepts Seminar Assignment

James J. McGuire, a third generation member of the McGuire Auction Company, Holstein, Iowa, has accepted an invitation to be one of the instructors in the NAA Seminar at St. Louis, next February. The McGuire name has been synonymous with real estate auctions for many years. In fact the firm's letter-head carries the slogan, "Same Business — Same Address — Since 1888."

McGuire attended public schools in Holstein and has a B.S. Degree from Notre Dame. He has held a real estate license for 24 years and his entire lifetime, with the exception of schooling and service in the armed forces, has been spent in the appraisal and sale of real and personal property. He has attended various appraisal and real estate schools in addition to his formal education.

Jim's father, the late Hugh McGuire, was a pioneer member of the NAA and served a three year term on the Board of Directors. Jim has been an NAA member for many years and led the real estate auction discussion at the 1964 NAA convention in Des Moines.

The National Auctioneers Association is proud to have a man of Jim McGuire's experience and talent in the real estate auction field as a Seminar Leader in 1975.



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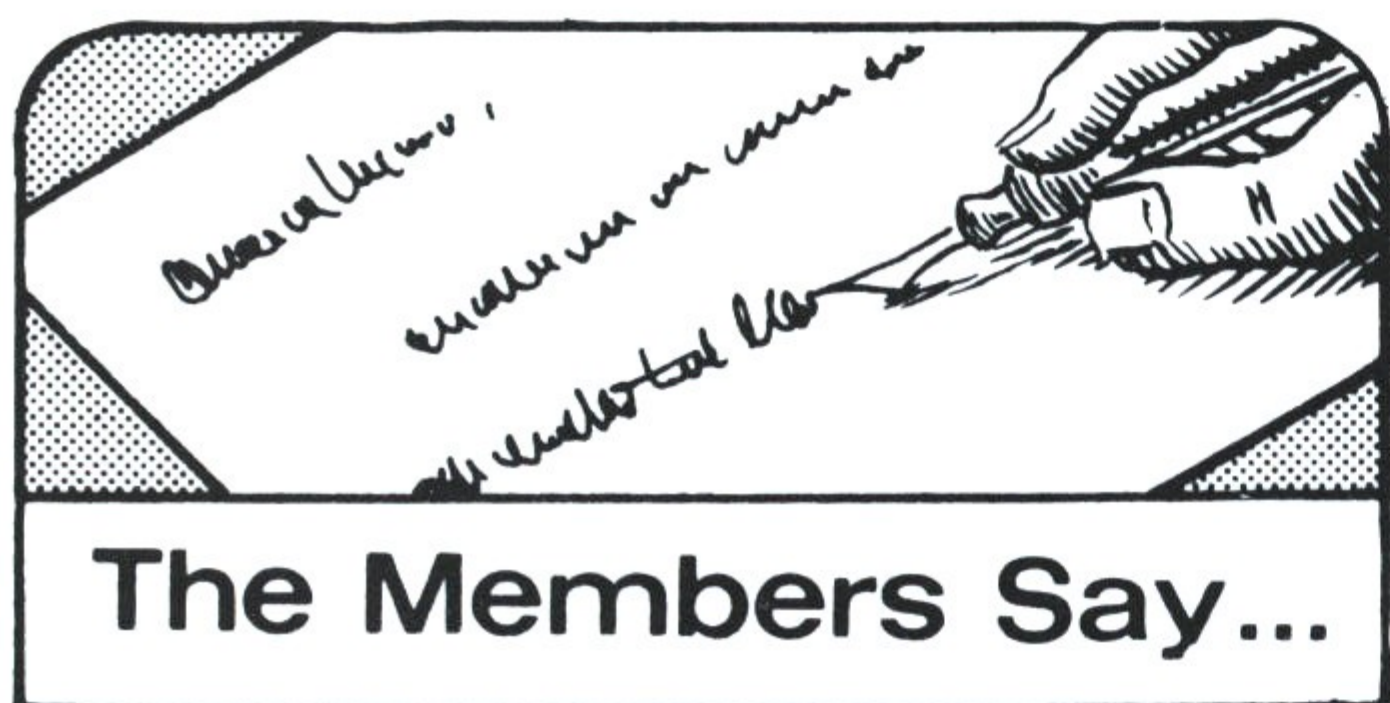
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Dear Bernie:

I haven't had a chance to say thanks to all of the auctioneers and associates for the very fine convention at Medora, No. Dak. That was my first national convention for sure not the last. It was most inspiring to see people from all corners of the good old U.S.A. Our auction business has been very rewarding to us and more so since the convention. I am enclosing registration fee for Feb. 7, 1975 for the Real Estate Seminar in St. Louis.

Sincerely,
 Ronald K. Torgerson
 Sidney, Mont.

Dear Bernie:

I must tell you about the best sale I have had since coming into the business a little over two years ago. It was a small farm sale held just outside of Silverton on October 4. The owner had been on the farm for 68 years, since he was 11 years old. Everyone in the country knows him and they all attended. We had in excess of 500 people there with acres of cars. We sold 13 head of good whiteface cattle, two tractors, all his shop tools, and all his household goods including some very nice antique pieces. There were also numerous pieces of machinery mostly old but in quite good condition. A 1963 Chev pickup sold for \$675, both pre-World War Two tractors sold for over \$500, the cattle sold by the head for something more than market price, an old wood cook stove sold for \$210, a glass kerosene lantern for \$37.50, horse drawn plows and cultivators from \$10 to \$30, flat irons from \$7.50 up. These are just a few examples, but the bidding was brisk all day from the shop tools right through the cattle. The sale grossed in excess of \$10,000 and the owner was very happy to say the least. This was the most self satisfying sale I have ever done and of course the commission check came in handy also.

I see the seminar ad for February in

St. Louis in the "The Auctioneer". I hope to be able to attend one this year, but I want to know if there will be another one in Las Vegas, which of course would be much closer. I also want to know whether many of those who attend enroll for more than one subject, and if this would spread a man too thin and keep him from learning all he could if he only took one subject. Any opinion from you on this subject would be helpful.

I enjoyed reading the articles by Bob Losey, Leo Jesion, and Dean Fleming in the Oct. issue. Look forward to hearing from you—.

Sincerely,
 Rick Lang
 Silverton, Oregon

Dear Col. Hart:

Just a comment on the convention. I think it was one of the most enjoyable conventions I ever attended. It was different and the N.D. auctioneers are real hospitable. We had a few transportation problems but they solved them all.

I'm enclosing a 1st grader's view of the auction business. At one of our auctions about three weeks ago a six year old boy came up to me before the sale and said, "I have a picture for you." His mother said he couldn't spell some of the words and he asked her to put them in. If it could be reproduced maybe some of the auctioneer readers would enjoy it as we did.

Yours,
 Ed Kueker
 Waterloo, Ill.

ED. NOTE: Sorry, we can't reproduce the drawing.

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Dear Colonel:

Thank you for your letter dated August 26, 1974. I had not forgotten my membership but I suppose the check I sent on July 1, 1974, has been lost in the mails. I stopped payment on that check. Please find enclosed my second check for \$25.00, membership and Booster Club.

Thank you, also, for sending me the September issue of THE AUCTIONEER. I look forward to it each month. God willing, hope to see you all in Louisville, Ky., next July and August.

Very truly yours,
Arthur A. Lee
Bellevue, Wash.

Dear Bernie:

Enclosed is a check for \$25.00 for my renewal membership fee and Booster Club listing. I'm sorry I was not able to make the convention this year but, God willing, will see you and many others of the fine group which my membership entitles me to work and associate with when the convention convenes next year in Louisville.

We're running a weekly auction here in Springville, N.Y., (Saturday nights) with an antique and collectors auction once monthly and recently have started a gold coin, silver bar and ingot auction on a monthly basis. The interest and response is tremendous.

Thanks again for the privilege of being a member of what I consider to be one of the finest professional groups I know.

Yours truly,
Al Bigelow
Springville, N.Y.

Dear Everybody:

I am enclosing an article I jotted down the other night along with my check for 1975 dues. Everyone is talking about recessions and hard times but I'll be darned if I see it. I'm selling more sales now than ever and money flows like water.

On Sept. 28, I sold in pouring rain and I couldn't believe how they hung in there. It rained so hard for so long that the money shrunk. (I think I shrunk, too, on that day).

Sure am glad to hear the convention will be in Louisville in 1975. I think I'll be able to make this one. It's tough for

me in summer because I'm so busy and time off is something there just isn't any of. Selling the sale is what its all about so I don't mind.

Lee Viningre
Grahamsville, N.Y.

Dear Mr. Hart:

Just a few words, a check for the Booster Club and copy for an advertisement in the finest publication of any national association.

We are having a good year and would like to share with our fellow members some of the reasons this has happened to our company.

The majority of the auctioneers here in Ohio work for and continue to strive to upgrade our profession. It irritates me to be discussing the Auction Way of selling and have someone say something disparaging about our profession.

If all auctioneers, even those who are not members of the National or their State Auctioneers Association, would work toward the building of our image and not press so hard for that almighty BUCK we would all certainly benefit in the end.

Enclosed is a copy of a letter that we have just received from a potential seller of which I am very proud. I feel that if all AUCTIONEERS would (1) attempt to recruit for their National and State Auctioneers Associations, (2) strive to improve our services in all areas, (3) be fair and honest with both buyer and seller (even if it does hurt a little in the pocket), (4) always conduct ourselves in a professional and business-like manner at all times, (5) take advantage of all that our national publication has to offer. We will then grow into a stronger and more worthwhile organization.

Thank you and your staff for your efforts on our behalf.

Sincerely,
Everett Fidler
E. FIDLER AUCTION CO.
Xenia, Ohio

Dear Bernie:

On this very beautiful fall day I have the urge to write you in regard to all that made the North Dakota convention so very grand. Many times we take conventions for granted, not thinking of how much others put into them.

I am playing the record we received

upon registering and it brings back the night at the Amphitheater and that grand program. Those that have the Dakota record should play it often to remember the great place it really is. I am not very good in expressing myself on paper, I'm better with a "mike" in my hand. But, again, I do apologize for those who were not there as it was our best one yet.

Words will not let me thank all so if you publish this, I will be thankful again to everyone responsible.

September 6th I started on my 52nd year since I first auctioned and at 66 years old God has given good health so I will go on a ways yet. The new furniture business has been good to me. I completed five new sales and am leaving for Florida for five weeks, then I open an auction in California, November 1.

Was glad to see you, Bernie, and Willard Arnaman and all the rest at the auction in Lancaster, Mo. Got a lovely letter from Leona Drake, she is a great person as are all in the auction business.

I plan to see you in Louisville, next

year. Again, my thanks to all, especially Bob Penfield who did a real job. The only time he let us down was when he left his horse too soon.

How's this for our NAA theme, "Where auctioneers stand tall and there is room for all"?

Leo M. Boatright
Fairmount, Ind.

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If you order promptly, TOOLS OF THE TRADE, a supplement sheet of bid calling words (chant words) used by top ranking auctioneers, will be included. Bid Getters sells for \$10, postpaid, check, or money order. Ohioans add 4% sales tax. Reference: Navarre Deposit Bank Co. Navarre, Ohio.

There is no end to the ingenuity of modern young men. At the University of California in Los Angeles, two of them are reported to have set up a table in the quadrangle during registration week. Over the table was a large sign reading: "FRESHMEN WOMEN REGISTER HERE." About 400 of them did . . . giving their names, addresses and phone numbers. What happened after isn't known . . . but it sure is a new approach.

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Across The Country

BY BERNARD HART



After an interlude of about three months (since our national convention) many state auctioneers associations will be holding their annual or semi-annual conventions. We expect attendance at some to be real good, some will be only fair and we will probably witness one or two where it is very poor.

Those we consider well attended could stand improvement in attendance as one only needs to look around and count those who should be there and aren't. Auctioneers are strange people. They seem to do more than their share of complaining — about the short comings of the members of the profession but are most prone to do anything about it.

Personally, I have no sympathy for the man who does not attend his State Convention. Nor do I accept excuses that go like this, "I sure would liked to have attended but I had a sale that day." This seems to be the most standard of all the many excuses I have heard over the past 20 years.

Don't you suppose many of those in attendance could have had auctions had they so desired? Would not all our associations be in a sorry state if only those attended who had nothing else to do?

Several state associations have celebrated their 20th anniversary, some their 25th, others will reach one of these milestones in the next few years. Many of you do not realize the unselfish efforts that were expended in forming these organizations and keeping them running in the early years. Many of these pioneers in organization are no longer with us but let me tell you, they were working for you, not themselves. These men were for the most part no longer interested in personal gain, they wanted to leave the profession of auctioneering better than they found it. Ask yourself, "What am I doing to preserve and expand this heritage that has been handed to me?"

I plan to attend the Iowa and Illinois meetings before writing this column again. I hope to see a lot of new faces.

This month my hat is off to NAA member George Wittstadt, Cambridge, Maryland. Mr. and Mrs. Wittstadt have been coming to National Conventions for several years. This year they were a little late in making their reservations and found themselves staying in Bel-field, rather than Medora, and with no transportation of their own. Did they complain? I'll say they didn't. There were no two happier folks in North Dakota. And when they returned home they had a story of the convention published in their local newspaper complete with a three column picture of Harold Schafer selling Governor Link's hat!

Among our mail we received a copy of a letter from Jay Blodgett, vice president of the Oklahoma State Auctioneers Association, to the First National Bank in Marlow, Okla., thanking them for sponsoring the Glen Givens show on KCCO radio. This is an auction announcement program. There are so many ways to promote ourselves and our profession if we only take the time and give it some thought.

John Fishdick, our champion benefit auctioneer, has hit upon a new method of exposure to auction selling. He has been conducting "Fun Auctions" at service clubs. The buying is all by club members. There is not an auctioneer in the world who cannot present this type program. It promotes auction selling and puts some cash in the club's kitty.

ADVERTISING

"Look at her will you?" said the gossip to her neighbor. "She goes around in that skimpy dress looking for her husband."

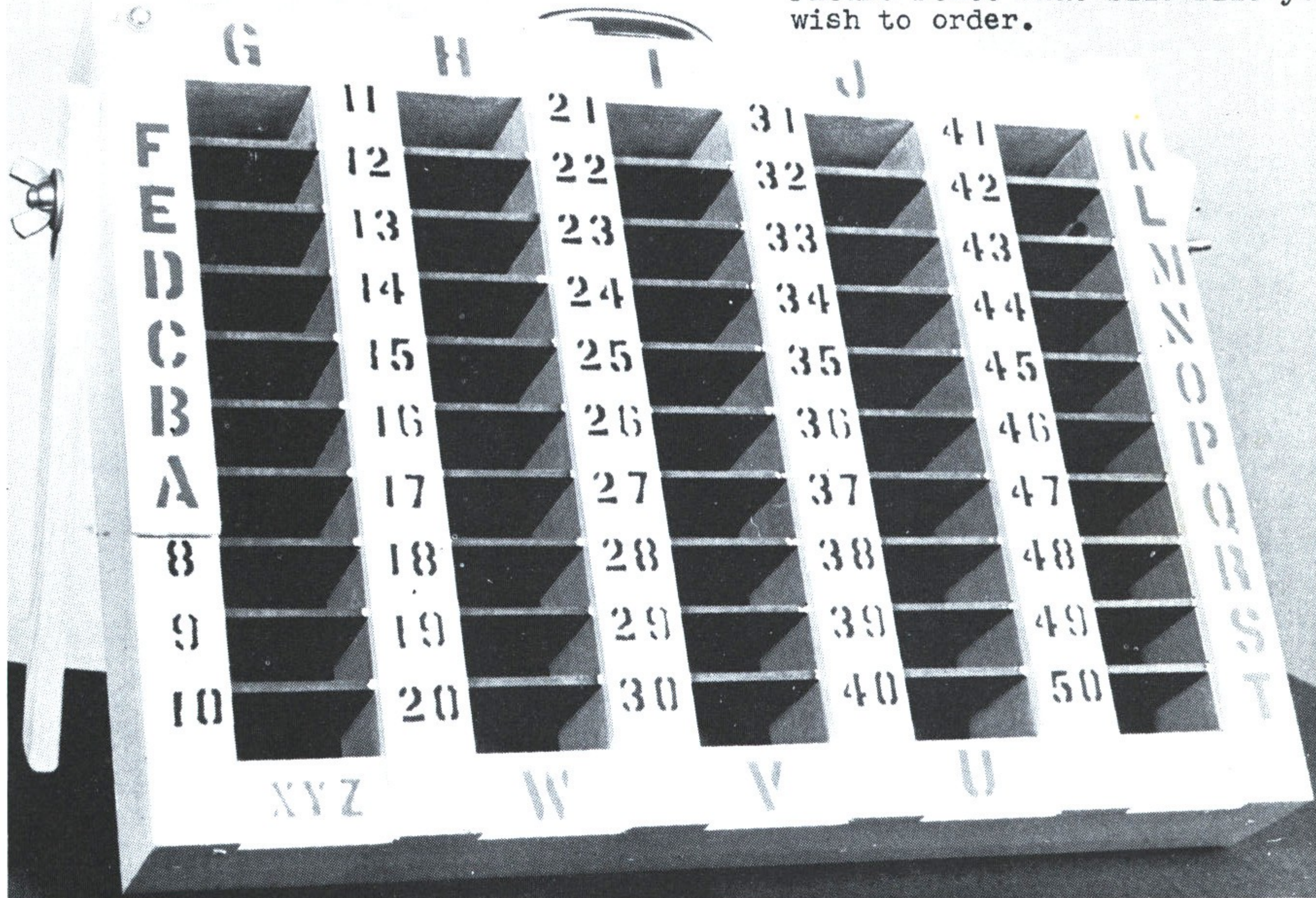
"What's his name " asked the neighbor.

"I don't know. She hasn't met him yet."

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The Lighter Side...

COMMUNICATION

A missionary deep in the jungle came upon a witch doctor who was pounding his drum furiously. "What gives?" asked the missionary.

"We have no water", explained the witch doctor.

"So you're praying for rain?" ventured the missionary.

"Not at all," snapped the witch doctor. "I'm sending for the plumber."

PROGRESS

The youngster advised his little brother that he could be spared much agony and toil by refusing to spell his first word.

"The minute you spell 'cat', you're trapped," he said. "After that, the words get harder and harder."

SHAMELESS

The young lady eyed her escort with disapproval. "That's the fourth time you've gone back for more cake, Arnold," she said coldly. "Doesn't it embarrass you at all?"

"Why should it?" the young man shrugged. "I keep telling them I'm getting it for you."

GIFTS

Newly-weds had furnished a large house completely with gift coupons from a certain brand of soap. They were proudly showing a friend around the house.

"But you've only shown me four of the rooms," said the visitor. "What about the other five?"

Oh!" was the reply, "that's where we keep the soap."

ANNOUNCEMENT

After a long, dry sermon, the minister announced that the Board would hold a brief meeting immediately after the benediction. A stranger was the first to greet the minister up front following the services.

"You must have misunderstood the announcement," said the pastor. "I said

a meeting of the Board."

"So I heard," said the stranger, "and if there was anyone here more bored than I was, I'd like to meet him."

WINNER

The father of five children won a toy at a raffle. He called his kids together and asked. "Who should have this present? Who is most obedient? Who never talks back to Mother? Who does everything she says?"

Five small voices answered in unison: "You play with it, Daddy!"

GENTLEMAN

"Big sale on nylons!" was emblazoned across the department store window so a dignified middle-aged gentleman stopped in to get his wife a couple of pairs. But he soon found himself buffeted and stabbed by frantic women.

He stood it as long as he could. Then with head down and arms flailing, he charged through the crowd.

"You there!" challenged a shrill voice. "Can't you act like a gentleman?"

"Hell," he replied, still charging forward, "I've been acting like a gentleman for an hour. Now I'm acting like a lady."

FIRE FIGHTER

A new resident in the village was invited to join the volunteer fire department.

"I'll do it," said the newcomer reluctantly, "but I'm not as young as I used to be, and I don't expect I'll be much good climbing up a ladder."

"Don't let that worry you," the chief assured him. "Nine times out of ten by the time we get there there's nothing to lean a ladder against."

GOING FIRST CLASS

On the top floor of the new office of the U.S. Postal Service in L'Enfant Plaza is an office suite which will be used exclusively for monthly meetings of the Postal Board of Governors. It reportedly has a \$3,400 hand carved door, a \$3,718 Chandelier and a \$50,000 kitchen. The

Postal Service reports that overall the move to the new complex will save the taxpayer \$9 million over a 19 year period. I hate to think what the offices would have looked like if they had saved us any more! Good Grief!

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ASHES

"That's my husband's ashes in the vase on the mantle."

"I'm sorry to hear he's dead."

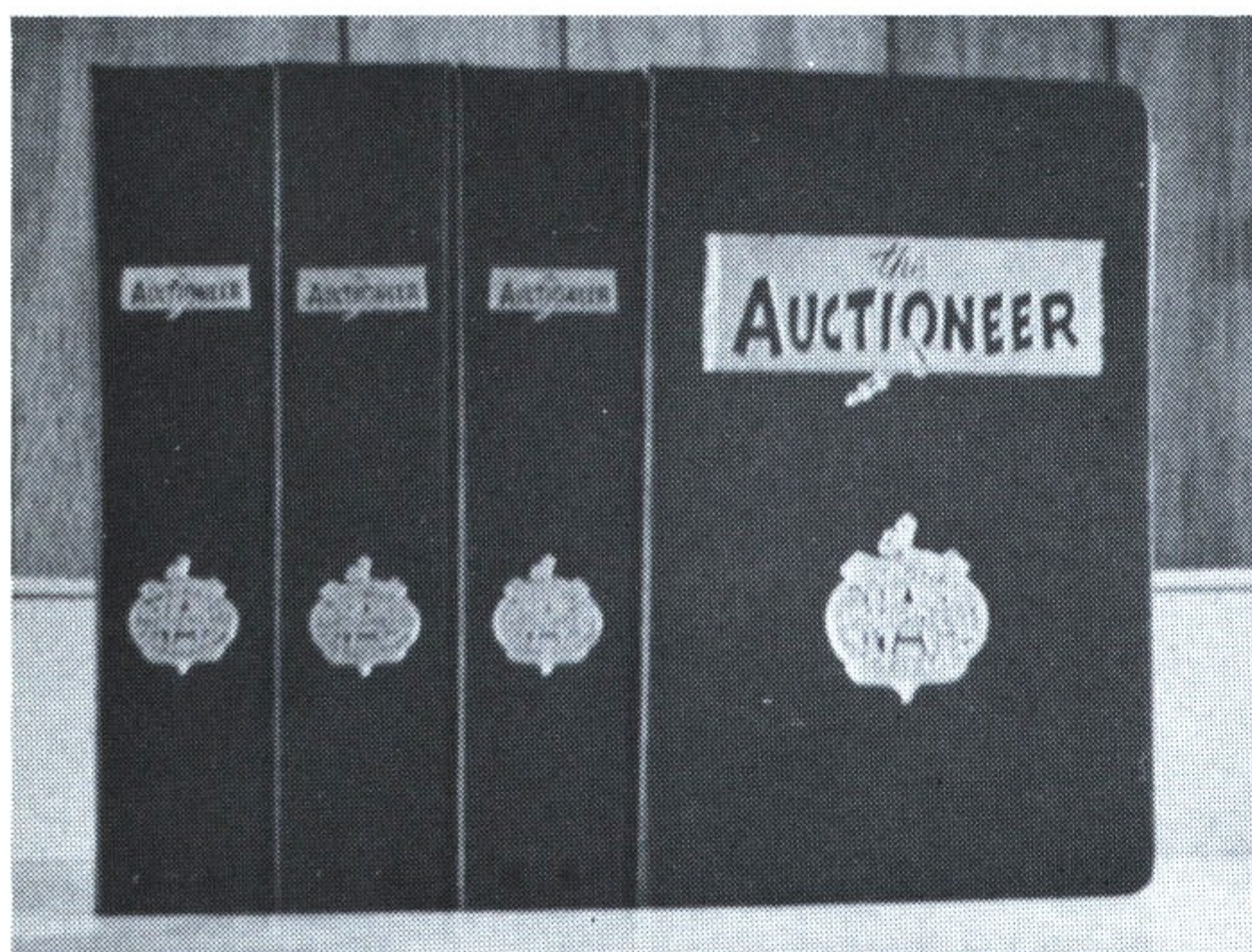
"He's not. He's just too lazy to find an ash tray."



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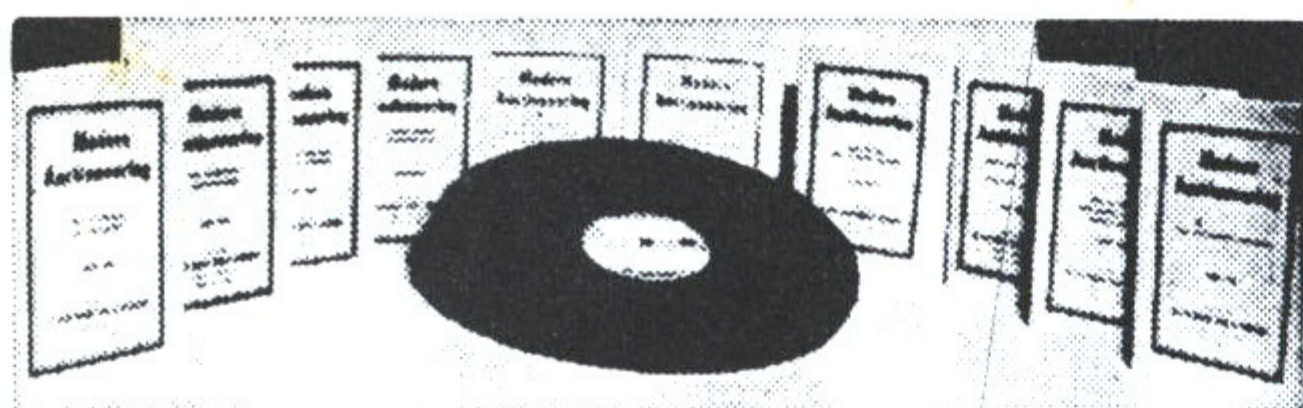
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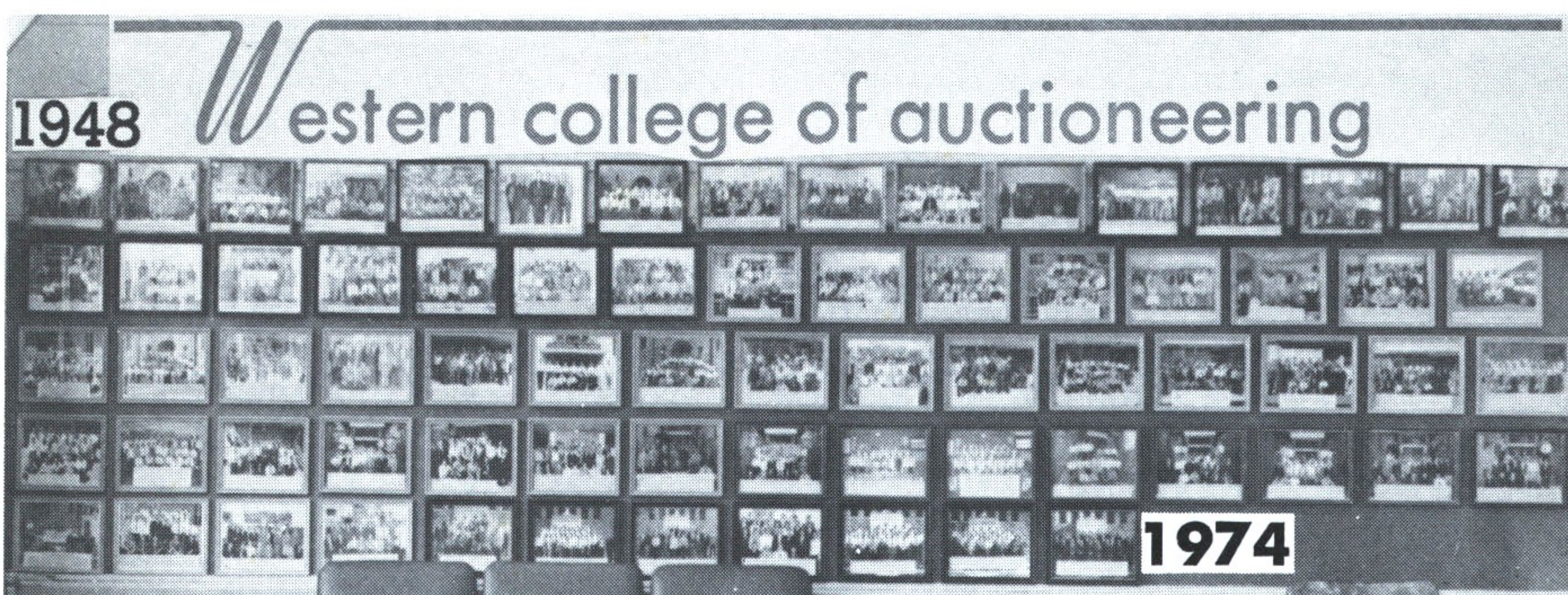
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STANDARD CLERKING SHEETS . . . Form No. CLS-2

8½x11", 50 sheets per pad. Has column for lot number, description of item, quantity, purchase price, etc.

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STANDARD CASHIER'S STATEMENT . . Form No. CAS-1.

2 part, original for auctioneer and copy for buyer, 50 sets per pad, 5½x8½".

\$1.50 per pad, 10 pads @ \$1.25 ea., 20 or more @ \$1.00 ea.

EQUIPMENT AUCTION TAGS . . . Form No. EAT-59

3 part perforated tag with hole on top. Space to mark lot number on all 3 sections. 2½x5".

1,000 Tags \$9.75 5,000 Tags \$42.50

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1,000 Wires \$10.00 5,000 Wires \$47.50

BUYER CARDS . . . Form No. BC-70

For buyer's number and purchase notes. 3¼x7½" (fits in buyer's shirt pocket).

1,000 Cards \$7.50 2,500 \$17.50 5,000 \$32.50

AUCTION PROMOTION SCHEDULE . . . Form No. APS-72 8½ x 11. 50 sheets per pad. Column to list seller's name, property location, date, estimated cost, date ads ordered, amount paid and amount advanced by seller. Itemized by newspaper, radio-T.V., signs, sale bills, postage, addressing, labor for tagging, clean-up, security, etc.

\$1.50 per pad, 10 pads at \$1.25 ea.; 20 or more at \$1.00 ea.

NOTE: No single form or set of forms can fit all situations. Your attorney should advise you in situations not covered by these forms as we can assume no liability for errors, omissions, or local requirements.

CONSIGNMENT CONTROL . . . Form No. CC-73

8½ x 11, NCR paper, 3 sheets per set. Space to list many items. Seller signs he has good title. Original for auctioneer, copy to seller at check-in and last copy mailed with payment check. Eliminates Form CC1-69.

250 sets \$16.50 / 500 at \$32.50 / 1,000 at \$59.50

FINAL SETTLEMENT FORMS . . . Form FS-69

8½ x 11", 50 sheets per pad. Space provided for total gross proceeds of sale less expenses and commissions to be paid by seller. Seller signs that he received net proceeds and guarantees to provide merchantable title to all items sold and deliver title to purchasers.

\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.

BUYER'S REGISTRATION FORM . . . Form No. BR-69

8½ x 11", 50 sheets per pad. Space for buyer's number, name, address, phone number and other information.

\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.

CONSIGNMENT CHECK-IN FORM . . . Form No. CC1-69.

8½ x 11", 50 sheets per pad. Original for auctioneer, copy for consignor. Space for seller's name, address, phone, date, lot number, description of items, sale price, sale commission or expense and consignor's net payment. Space to list a number of items.

\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.

PERSONAL PROPERTY CONTRACT . . . Form No. PPC-69

8½ x 11", 50 sheets per pad. Space provided for general or detailed listing of items to be sold, sale date, time, location, expenses to be paid by seller, and other terms and conditions of sale. Seller signs that he has good title to all items and the right to sell.

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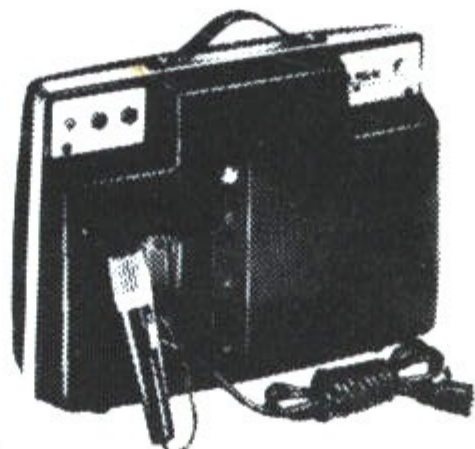
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